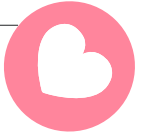


Online & Offline Marketing Tips for Your Organization

See a visible return on investment through both online
and offline marketing.





Benefit From a Comprehensive Marketing Strategy

Tips to increase your presence online and offline.

Having a marketing strategy is required for any business and organization, large or small. If you have a product or service, you need a marketing strategy. The budget doesn't have to be astronomical—a small one should be adequate, depending on your organization's needs. Once you have your strategy and budget in place, you can start putting it into action.

No one method of marketing is going to work best for your business, so it's important to use multiple channels that integrate both online and offline marketing strategies. A healthy mix will lead to a visible return on investment. It's also advisable to go with whatever works best for your brand—just make sure to have good combination of the two.

Strategizing for the Digital Age

Nearly everyone has a smartphone, a computer or a tablet and spends quite a bit of time perusing various websites and social media. The best way to connect with your potential prospects is to meet them where they already are. If your organization doesn't have digital marketing strategy of any kind in place, now is the time. It is absolutely necessary to have an online presence of some sort, as it creates a sense of legitimacy. Through digital marketing your organization can set its own budget, create audiences and test out different strategies and variables in real-time.

Digital Marketing Platforms to Utilize

There are a multitude of advantages when it comes to marketing on digital platforms. You have the ability to track how your ads are doing in near real-time, you can adjust variables (copy, imagery, keywords, audiences) within your ads quickly and easily, you can set your own budget and timeframe and you can determine who your audience is, depending on the platform on which you advertise.

Facebook

As of 2021, there are about 2.8 billion active monthly users on Facebook with around 1.84 billion users visiting the platform on a daily basis, making Facebook the biggest social media platform. It is highly likely that there's someone using the platform right now that could be a potential customer. And although your organization may have a Facebook page, that doesn't mean your content is being seen. In fact, organic reach is at an all-time low. Your best bet for getting in front of the right people is creating Facebook ads and utilizing targeted audiences so your ad dollars aren't being wasted on the wrong people.

Instagram

This photo-centric platform boasts 1 billion users worldwide, with an estimated 71% of U.S. businesses utilizing the social network, so it is pretty much a necessity for your organization to have an account. If you don't, it is imperative to include creating and maintaining one in your marketing strategy.

According to Facebook, Instagram helps 80% of users decide whether to buy a product or service. Help your prospects make the right choice through ads on the platform. Plus, since it's owned by Facebook, you have the ability to create highly targeted audiences and set your own budget.





Google

As the most used search engine, Google is the standard when it comes to ensuring your organization’s website is optimized so it appears on the first search engine results page when certain keywords are entered into the search bar. However, it’s also advantageous to utilize Google’s ads as well. The search engine has multiple ad types, but the most popular are search, display and video.

- + **Search:** Through utilizing keywords, your organization is able to appear at that top of the search engine results page. As 75% of people do not go past the first page, having your organization at the very top is ideal, as it’s the prime spot prospects’ eyes will land.
- + **Display:** The Google Display Network reached 90% of internet users worldwide. Your ad, which includes imagery and copy, can be displayed across millions of websites, including blogs, news pages and more. Just like with any other Google ad, the keywords your organization utilizes will help in determining which sites and videos your ads will be placed in or on.
- + **Video:** Since YouTube is a subsidiary of Google, those who create video ads within Google AdsManager are able to have their video ads appear before, during or after videos on YouTube. There are a multitude of types of video ads an organization can choose, and you can implement specific keywords so ads show up on the right pieces of content.

Why Offline Marketing Still Matters

Traditional marketing avenues might have been supplanted by digital marketing in recent years, but that doesn’t mean they’ve faded into obscurity—you just need to use them strategically since they could come at quite a premium over digital marketing initiatives, especially if you can’t allocate budget for certain offline marketing strategies.

Although you can’t necessarily benefit from highly targeted audiences with offline marketing, that doesn’t mean you shouldn’t utilize it. When it comes to traditional marketing, many prospects believe it adds more legitimacy to the organization implementing it. It builds trust—something that is necessary for all organizations and their prospects.

Offline Marketing Channels to Utilize

If you have the budget, adding a few offline marketing channels to the mix can be very helpful, as most of these are presented to the public at-large. Think of it as marketing to the masses. By utilizing the channels below, you are likely to reach large amounts of people, but you also may have to pay a large amount from your marketing budget to do so—and it’s harder to track the return on your investment.

Print Ads

There are multiple outlets within your city where you can reach out to place an ad about your organization and all its offerings. Local newspapers and magazines are great for placing ads, as they’re likely delivered directly to every household in the city. If you want even more people to see your ads, then place one in a bigger newspaper that goes out to multiple cities in the area. It can be an insert that can be removed and even redeemed, or it can be an ad that’s printed directly within the newspaper or magazine.

Billboards

Depending on where the billboard is located, quite a few people will be able to see it daily. If you have the budget, placing an ad on a billboard in a high-traffic area is incredibly advantageous. Just make sure it’s eye-catching enough with an easy-to-remember call to action.

Radio Ads

You might think radio ads are difficult to acquire, but in reality, ads are how radio stations survive. It’s their only source of revenue, and they’ll gladly accept any that come their way. You could sponsor a particular segment on a show that appeals to your organization and the audience, run a 15- to 20-second ad during commercial breaks or even sponsor contests.

ACTIVE Can Help Take Your Online Marketing to the Next Level

ACTIVE’s [digital marketing services](#) can help you implement an effective digital marketing strategy for your organization. Our digital marketing services team can assist you with SEO strategy, Facebook, Instagram and Google ads. [Connect with us today](#) to see how ACTIVE can increase your organization’s online marketing presence and ROI.

